



JEEViKA's Newsletter

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Digital Transformation in JEEViKA Skills Program



The COVID-19 global pandemic has everyone. Pertaining to closure, the maximum impact has been borne by the educational institutes, coaching and training institutes. To check the spread of the infection, an order was issued on 16th March 2020, to all DDU-GKY training partners and RSETIs to close their centers till further notification. During these dire times, training partners worked closely with JEEViKA on befriending candidates undergoing training and candidates already placed under DDU-GKY and RSETI to become self-reliant. JEEViKA with support from the training centers was focused on giving proper counseling, personal care and providing support to place the candidates undergoing training. Help was also extended to candidates who are currently on 'On the Job Training' to return home safely or provide necessary support wherever they need.

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Proper transportation and medical support were ensured with support of Project Implementing Agencies to the candidates in need through tele calling and Virtual sessions. The PIAs and the community Institutions promoted by JEEViKA, have taken several initiatives together.

Provision of Adequate Monetary Support to the Candidates

Additionally, JEEViKA instructed the PIAs to stay connected with the placed candidates (who still were at their respective placement locations). PPS Tracking format was shared. JEEViKA also instructed the partners to release the necessary PPS amount and other support required to Trainees. It was asked to provide PPS supports immediately to the eligible candidates and help them with all possible assistance without delay.

JEEViKA's support to Trainees for AAPDA fund

JEEViKA took several initiatives to support the trainees placed outside state by Sharing AAPDA fund disbursement link and process for outstate placed candidates of Bihar with All PIAs through Virtual session and sensitization on how to get the essential benefits under AAPDA. Regular Follow up was done with each PIAs who have placed the candidates across various agencies. A total of 2064 candidates received the AAPDA fund amounting to Rs. 1000 each.

Virtual Training Session for Centre Managers

Keeping in mind the lockdown imposed due to the coronavirus and the subsequent closing of the DDU-GKY training centres in Bihar, the NIRDPR, JEEViKA and EY (TSA-BRLPS) organised a five-day virtual session for the capacity building of the centre managers between 20th April 2020 and 24th April 2020. The sessions focused on the managers' roles and responsibilities such as mobilizing the placement of candidates, aspects related to due diligence; overview of quality management; IEC & branding, coordination with SPMU, DPCU and BPIUs of JEEViKA; training methodology; assessment and certification, among others. 40 centre managers from various PIAs were randomly divided into two groups (batch I and II) to participate in the sessions. The JEEViKA officials, along with the associated managers from the TSA provided their support. Official from NIRD&PR were also present in the sessions as resource persons.



Another Eight-day virtual session for the capacity building of the centre managers was organized from 13th of May 2020 to 21st of May 2020. The sessions focused on the PIAs Q-Team/OP Team roles and responsibilities, starting from mobilization to the placement of candidates and covered aspects related to the centre level; Overview of quality management, Defaults, Training methodology, PLM, Assessment & Certification, IEC & branding, Promotion of centre level activities in Social media, how to minimize the observation in centre level and Placement. On an average 65 State OP/Q Team members from various PIAs participated in these training sessions. The Sessions were segregated topic wise for eight consecutive days. The training session overall tried to motivate the employees of the PIA to keep up the spirit of the project and work for the betterment of the project in near future. There were plenty of problem/doubts solving, interactive, question and answer sessions for the attendees.

Prioritizing the safety of the candidates JEEViKA was in constant touch with the DDU-GKY candidates including those still under training and residing at the training centres (both in and out of Bihar). It was also in regular contact with the candidates who have returned home safely, and the ones who've been placed outside the state.

Lead Story : Contributing steps of DDU-GKY Candidates

I. The first step towards the mitigation of the coronavirus was to make sure the trainees (residing outside Bihar because of their job and training centre locations) were relocated safely to their homes. To ascertain the safety of all the candidates while they were travelling back to Bihar, JEEViKA officials were constantly in touch with the PIAs/RSETI directors and were even in direct contact with the candidates.

II. Additionally proper and regular tracking of the placed candidates through the PIAs and employers was also done to ensure the candidates' safe return to their homes.

III. To ensure the well-being of the candidates presently staying at hostels outside the state and safety of candidates at employers' locations, SRLM has continuously been monitoring the situation and providing necessary support to the PIAs and the candidates whenever required.

Extending Support to the PIAs

With an intent to get updates on the situation and to chalk out a proper plan for the coming months, audio visual calls are being made to the PIAs to ensure adequate support to them. Assuming there will be zero training commencement in the months of April and May 2020, the PIAs have been urged to revisit the planning process so that the project can be closed on or before the due date.



Ensuring Candidates' Participation in Extra Curricular Activities

In view of the current corona virus pandemic, PIAs have been encouraged to take innovative steps to connect with the students. These candidates are being encouraged to participate in learning through home-based assignments/fun activities that have been assigned to them. Such activities include quizzes, games, assignments, motivational speeches, painting competitions, among candidates.

Tracking of Candidates under Distress

JEEViKA was in contact with the trainees during the lockdown. JEEViKA conducted video calls with the trainees, providing them a much needed moral and emotional support.



Virtual Job fair and Direct Placement:

Virtual Job fairs are single day events held quarterly in all districts. In Covid Pandemic situation with initiatives of JEEViKA, its district teams have started Virtual Job fair for the migrant workers and trained candidates under DDU-GKY. These virtual job fairs and direct placement provisions are providing an excellent opportunity to the rural youth to explore potential employment opportunities. Direct placement is a platform for the youth to meet several employers at one place.

Mask Making and service to hospitals: The training centers of DDU-GKY were also used as mask production centers, while many candidates trained in the General Duty Assistant trade were also giving their services across various hospitals in the country.

In these unforeseen times, DDU-GKY has adapted to the covid situation by adopting a digital path and taking innovative measures to keep the candidates motivated and getting them the best career opportunities to mitigate the shocks and create a support base that is both ethical and empathic towards them.

2 years of Satat Jeevikoparjan Yojana, a milestone in the path of lifting the ultra-poor through globally accredited graduation approach



The Government of Bihar had launched the ambitious Satat Jeevikoparjan Yojana (SJY) on 5th August, 2018 with the budgetary outlay of INR 840 crores (approximately USD 120 million). JEEViKA was notified as the implementing agency of the program in the state.

The programme aimed to cover around 100,000 (0.1 million) ultra-poor households by providing 24 months of livelihoods and mentoring support through dedicated community cadres (Master Resource Persons (MRPs). With an objective of empowering the ultra-poor households traditionally engaged in production, transportation &

selling of country liquor/toddy; ultra-poor from SC/ST and other communities through diversification of livelihoods, capacity building and improved access to finance.

Key Features of the Satat Jeevikoparjan Yojana

- Role of village-based community organization named the “Village Organization (VO)” is for oversight and support to the programme, including targeting, endorsement, confidence building and livelihood financing to the programme participants.
- Household Capacity Building modules have been developed and training sessions are being conducted to build confidence and enterprise development.
- Livelihoods Gap Assistance Financing of Rs.1,000 per month for the initial seven months, until the participant generates their own income from the enterprise.
- Productive Asset (micro enterprise, livestock, agriculture) transfer of an average value of Rs.60,000 is given in 2-3 tranches with a limit of INR 100,000/-.
- A cadre of New community professionals- Master Resource Persons (MRPs) are selected and trained to support these households to graduate out of poverty. Each MRP is assigned to support 30-35 Households.
- Insurance premiums cover for each beneficiary under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and the Pradhan Mantri Suraksha Bima Yojana (PMJSBY).



- Access to Entitlements Public Distribution System (PDS): the project has identified the ultra-poor households who were not having the PDS card, Housing, Pension and facilitated their linkages with various programs and schemes.
- COVID-19 Relief: The Village Organizations provided INR 2000 cash transfer to each household for consumption support during the COVID-19 Lockdown. More than 38,000 families benefited from the support



Key achievements of the Satat Jeevikoparjan Yojana's journey so far:

- By August 2020, over 40,000 households had received productive assets. Around 74 percent selected retail, 25 percent selected livestock, and one percent selected agriculture related activities to move from a centrally managed narrow set of livelihood options, to empowering the local teams with the right expertise to creatively and carefully select livelihoods options that shall work for the programme participant and their local market. The local self-help group is an important unit for local advisory support and for involvement in saving and credit activities, and key to integrating ultra-poor with mainstream financial services.
- The dedicated team for SJY include officials at block, district and state level, over 4,000 Community Resource Persons (CRP) have been deployed, and around 2500 Master Resource Persons (MRP) have been selected till now to provide household level services and coaching to 101,511 Ultra-Poor Households currently engaged in the programme.
- In the third year of implementation, JEEViKA's has internalised implementation expertise and built up its own management system, including instilling ownership in the Village Organisations, and development of a mobile App-based Management Information System.

The Graduation Approach adopted by JEEViKA to implement SJY is relevant to deepen how SJY is perceived, not only as a provision of supports, but also as a wider system to see acute transformation in lives. How government and partners have been working together with community institutions and program participants for poverty alleviation and empowerment of the social status of the beneficiaries. It is overall an extensive concept, covering fundamental change in policies, processes, relationships, and power structures, as well as deeply held values and norms. It's a pathway to achieve goals and make positive social gains which are sustainable at scale. It is to be achieved by tracking system-level measures aimed at better system functioning, more inclusiveness and extensive empowerment across the system.

From an overall system-level assessment of the SJY system, there are areas that have gained substantial development for the management and operations of a system that currently is engaging over 100,000 program beneficiaries.

JEEViKA's Samvaad Setu, a way to decentralize communication

JEEViKA has launched its Telegram channel “JEEViKA Samvaad Setu” for dissemination of information down the line to the officials of JEEViKA. The platform is integrated to share both audio-visual content as well as documents, publications, guidelines and office orders. The objective of the channel is to push content everyday so that the officials can get regular updates to both the organizational operations as well as the content that is being developed for training, community sensitization, mass awareness and the likes.

The platform is closed ended but can be accessed by all the officials through the link that has been shared with them. The platform would help in sending updates and information in real time, also the eased out user interface makes the channel more accessible to all.



Launch of JEEViKA's Community Newsletter, echoing stories from the community

JEEViKA's community newsletter in Hindi has been launched, to capture stories from the grassroots. The community newsletter is meant for dissemination in the CBOs of JEEViKA where the stories of JEEViKA didis who are doing exceptional work in their respective areas. The stories would be read out in the community institutions so that the other community members can be motivated and encouraged to take up activities in their community.

The community newsletter would be published every month, focusing on one subject and related stories of didis who have done something out of the box. A dedicated team for content collation has been created to make a pool of stories and cases that would be compiled for the editions

JEEViKA participates in SVEEP (Systematic Voter's Education and Electoral Participation) activities



JEEViKA is participating in Systematic Voter's Education and Electoral Participation activities that are being organized across the state.

Keeping in mind the restrictions and precaution to be followed during the global pandemic of Corona Virus, several novelty initiatives are also being promoted in these activities such as usage and promotion of masks, maintaining physical distancing, usage of sanitizers and the likes.

It is note worthy that BRLPS-JEEViKA won the SVEEP awards for **Outstanding campaign on Voters' Education and Awareness** in 2015 under the National award for Govt. Department /Agency / PSU for enhancing Electoral Participation category. JEEViKA had motivated 3,11,77,619 female voters and saw 61% of women voting in the JEEViKA districts.

Celebration of Independence Day in accordance to the COVID-19 precautions

JEEViKA observed Independence Day celebrations with the officials and the community with all the precautionary measures pertaining to the COVID-19 situation.



Transforming Lives

Call of duty in times of Pandemic



Payal Kumari a resident of Balrahi, Katihar was struggling with financial woes. The entire family was dependent on agricultural income that was not sufficient. Payal had to drop out of school after Higher Secondary, to contribute to the family's Income. Payal came to know about the Don Bosco tech training program through JEEViKA's community mobilizer and job resource person and joined the training program. During the training, she was one of the studious students of the domain and attended all the sessions. In her pursuit of a better Job, she did her best to skill herself in the Healthcare Sector. The skills garnered by her helped her to overcome the fear and anxiety. She impressed the interviewers during the interview with her impeccable skills and knowledge. The interview was for Bhagwan Mahavir Cancer and Research Center (BMCRC-Jaipur) and she later joined there with salary of Rs.10200 per Month. After Joining she is now financially helping her family, as well as working to combat the COVID-19

situation. She has been given trained on the subject matter she is diligently helping the patients to combat the situation and quick recovery.

Sarita's endeavors for the community

The COVID-19 situation has made people more empathetic towards the deserving. The lockdown witnessed several novelty steps such as open and free kitchens for the poor, distribution of essentials, rations and masks. Masks have proven to be the most cashed in commodity during the pandemic. Sarita didi, the secretary of Astha Cluster level Federation, of Haveli Kharagpur block of Munger has left no stones unturned in facilitating the community in her cluster for a stress free pandemic. She took a loan of Rs. 1500 from her SHG and has produced and sold masks. While distributing them for free among the needy, she realized her responsibility to give to the society something as a cluster leader. She also worked towards sensitizing the community on usage of masks, physical distancing and precautionary measures. She says that as a leader it is her job to set examples so that other members in her CLF can be influenced to do the same.



September

CALENDAR OF EVENTS

Sep 7-10 : BRLPS-JEEViKA's Webinar on System Strengthening

Sep 6: Launch of Didi ki Rasoi, Sheohar

COMING UP IN THE NEXT EDITION

- Nobel Laureate Mr. Abhijit Banerjee shares his experience at JEEVIKA's Webinar



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